

On these foundation stones . . .

FAITH, PRAYER, SACRIFICE

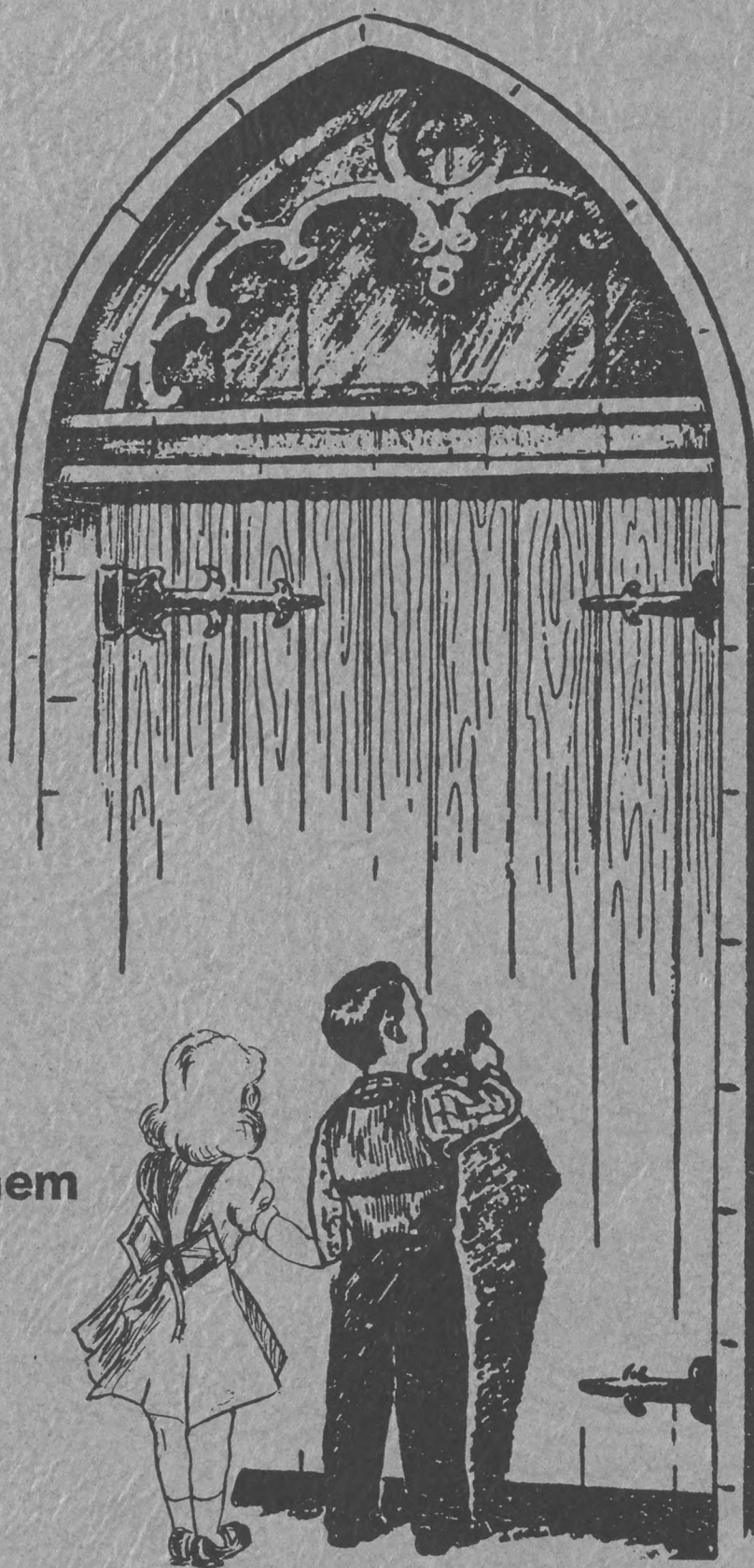


we build . . .

PLEASANTVIEW UNITED CHURCH

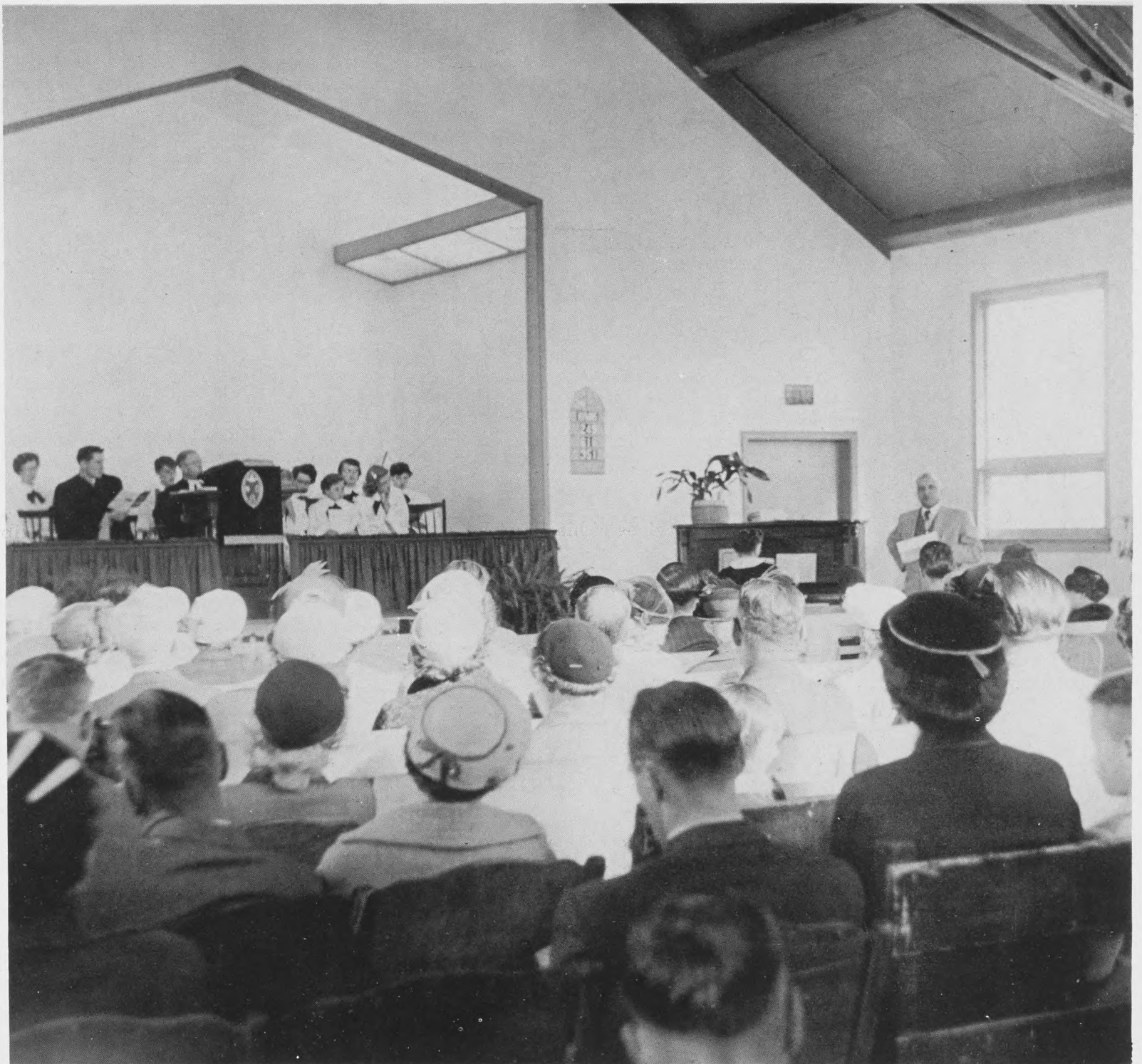
EDMONTON, ALBERTA

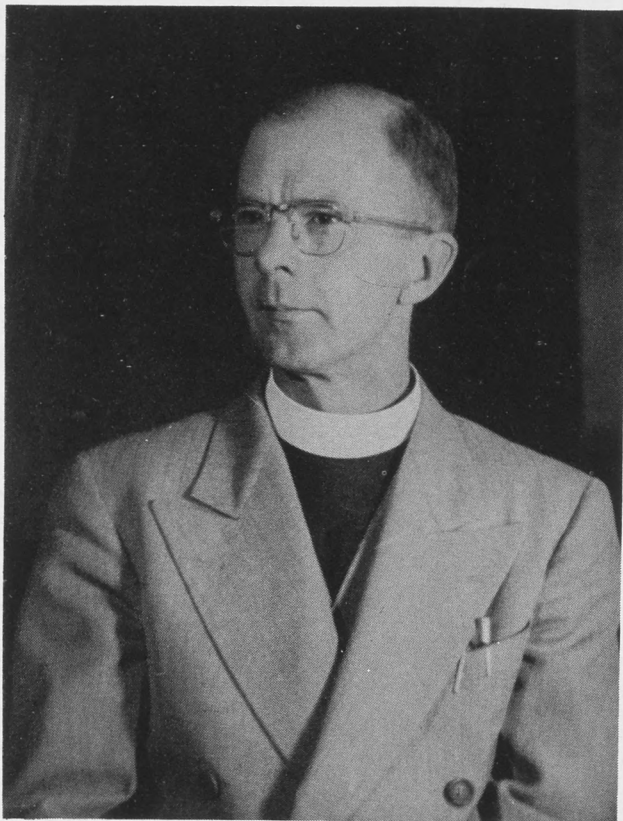
“**F**orbid them
not....



Dedication

The pages that follow will open the gates of a new life to us Christians and a vision of responsibility for the future of our Church. It will present a challenge for tomorrow. This booklet is affectionately dedicated to the laymen and laywomen of this congregation. By their vision and faithfulness, as well as through their sacrificial giving, they will show their love for God and man.





A Message From Our Minister

DEAR FRIENDS:

Seven years ago eight people either transferred their membership to or united with Pleasantview by profession of faith in Jesus Christ to formally organize our Church. Today, the membership has risen to many times that number, our Sunday School enrolment nears the five hundred mark, approximately four hundred families are served by our Church.

As your minister I strive night and day to bring the ministry of the Church to you. At the baptismal font your children are dedicated to God and received again by you as a sacred trust; your children come here and receive at the hands of consecrated teachers and leaders the teaching of the Christian Gospel which is the best insurance you can obtain for the future welfare of your children; happy couples stand before the altar and are united together in that sacred estate whereby two are made one flesh and a new family is established; in the hour of sorrow your church and your minister seek to comfort the bereaved and to share in the burden that often seems greater than one can bear; through your minister and your elders your church helps many a burdened soul to find a ray of light when all seems dark and the way uncertain. In short, Pleasantview United Church is making a gallant effort to follow the teaching of her Lord and Master.

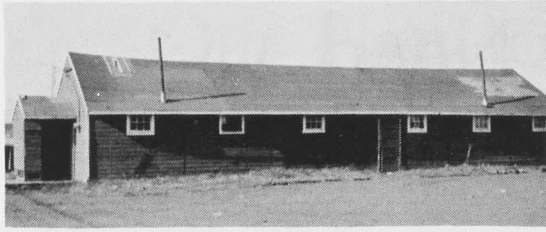
In all our undertakings we **are** handicapped by our unfinished building and by lack of equipment. Hence, we are **embarked** on a great venture. As your friend and your minister let me ask you to study the plan as outlined in this booklet, and to humbly pray for God's guidance as you make your pledge.

A far greater man than I once said: "I press on toward the mark of the high calling of God in Christ Jesus." Let us press on toward the mark of a Church completed in such a manner that it will bring to the lips of those who enter the words "This is the house of God".

May God grant you grace for this work.

Yours sincerely,

Harold Marston



The Thrilling Story of

OUR CHURCH'S GROWTH

Rev. R. B. Layton conducted first service in the old Pleasantview Community Hall (now demolished) at the corner of 109th Street and 57th Avenue on September 26th, 1948. There were thirty-two present.

First baptism October 3rd, 1948—three children.

First Communion December 5th, 1948—seven persons joined by profession of faith and two by transfer of certificate.

First Congregation Meeting January 9th, 1949 at 8:00 p.m.—nineteen present. First Board of Stewards elected.

W.A. formed March, 1949.

Sunday School started September, 1950.

New Church building started August, 1951.

Services first held in new Church basement September 28th, 1952.

Now fifty-nine members and student minister, L. Muston, in the pulpit.

Rev. H. Marston took charge in July, 1953.

A.O.T.S. formed November, 1953.

Began holding services upstairs September 27th, 1953.

There are now at present two hundred and thirty-two members of the Church and four hundred in Sunday School.



Our Greatest Need



DICK HANNA
General Chairman



RITCHIE ALLAN
Canvass Committee Chairman

Many of us have never shared in the building of a Church home. Through the generosity of others we have been privileged to worship in churches which have been built through the sacrificial efforts of others. We now find ourselves placed together in a growing community and our immediate need is to build, for worship and spiritual leadership.

However, we know that OUR GREATEST NEED is not "how much our Church needs," but rather "HOW MUCH WE NEED TO GIVE."

Increased giving—as has been proved many times over—will develop greatly increased interest in our Church and in our own spiritual lives. Every family should look upon this Building Fund and Budget Canvass as the opportunity to make the greatest sacrifice of their lifetime for their faith.

Therefore, our Canvass Leaders are making every effort to set the pace with generous, sacrificial pledges to inspire all of our families to become better givers.

This is a challenge to all of us! It is a call to service and Christian Stewardship which offers each an opportunity to measure up to our Christian obligation and responsibility. On the foundation stones of Faith, Prayer and Sacrifice we will be successful.

We wish to thank you for the honor you have bestowed on us in our appointment as leaders in this Canvass, and we now ask your prayers that in all things we may be guided to do His Will.

Dick Hanna

GENERAL CHAIRMAN

Ritchie Allan

CANVASS COMMITTEE CHAIRMAN

Our Plan to Meet Our Needs

An Organized Intensive Plan for Pledges

In order to raise the Canvass Goal of \$100,000, it has been agreed that we will conduct between now and November 16th, 1955::

**An Organized
Intensive
Face-toFace
Solicitation in the Homes**

**For Building Fund Pledges
Over 150-Week Period.
Pledge Payments Begin
November 13th, 1955.**

Solicitations will be limited to member families, prospective Church members, parents of Sunday School children, and any other persons and families who consider themselves affiliated with our Church, but who are not technically members.

Individual face - to - face solicitations means that there will be no group—no meetings—nor will any solicitations be conducted by mail. Instead, a sufficient number of our Churchmen have been enlisted, qualified and organized as canvassers to visit and solicit each family of the Church individually and privately. The intensive aspect of this Canvass means that we will concentrate our efforts to obtain pledges from every member family during an intensive two-week solicitation period, which will avoid the necessity for a long drawn out follow-up program.

The use of pledges over a 150-week period is a basic requirement of this Canvass, because it has been proven many times that the only manner in which the members and friends of a Church of this size can provide \$100,000 for a development program is not by cash contributions, but by subscription to the payment of sacrificial amounts weekly over a three-year period.

This will be primarily a Canvass for 150 week pledges. Families pledging more than \$1,500 may consider semi-annual or annual payments, but all families pledging \$1,500 or less will be encouraged to use the 150 week payment method. Contributions and even initial cash payments on pledges will be discouraged during the Canvass period.



Sunday School
Has to Meet
in Two Sessions



"Upstairs"



A Crowded
Corner

God Builds No

God builds no churches.
That labour has been left
No spires miraculous
No little mission from
Falls on the bleak and bare
To be a source of strength
The humblest church
In human toil and sweat

Men call the Church the
Toward which the toil-stair
In search of strength
As blindly through life
And there God dwells but
Who builds that House, of
Pays for the mortar of
That none need seek

The humblest spire in mo
Where God abides was bu
And if the Church is
Is still the light of hope
Across the valley of despair
Men still must build God
God sends no church
Out of our hearts the

— R



'Sunday School Out

No Churches

es. By His plan
n left to man.
ulously arise;
from the skies
d barren place
ngth and grace.
urch demands its price
nd sacrifice.

the House of God,
l-stained pilgrims trod
ngth and rest and hope,
gh life's mists they grope.
s but it is man
use, and draws its plan;
rtar and the stone
seek for God alone.

n mortal ken
as built by men.
ch is still to grow,
of hope to throw
despair
God's House of Prayer.
urches from the skies.
s they must arise.

— Edgar A. Guest.



"Downstairs"



Even in
the Choir
Loft



Out — Church In"



Many
Distractions



GORDON THOMPSON
Initial Gift Chairman

There is nothing complicated about our Canvass plan. We are simply asking that every member and friend of the Church set aside a generous and sacrificial portion of his income each week and that he give the Church a true priority on his contributions during that period of time.

This is a combined Building Fund plus Budget Canvass, therefore these gifts must be **OVER AND ABOVE OUR PRESENT CONTRIBUTIONS** to the regular operating budget. The program of the Church must go on, and a curtailment in budget giving would be short-sighted churchmanship.

Beginning about the time you receive this booklet, every family in any way affiliated with our Church will be visited and given an opportunity to invest in this great program.

Since the total needed for our expansion program is a large sum if thought of in terms of cash gifts, we would jeopardize the probability of attaining our goal by attempting to make the total gifts in cash.

Pledge cards will be presented to members of our Church. It should be remembered that making a pledge in this canvass is not like signing a note for the amount subscribed. We are simply asking that you indicate on the pledge card how much you feel you will be able to give weekly.

Our Responsibility

IF YOUR FINANCIAL CIRCUMSTANCES CHANGE, or if you should suffer any misfortune which would make the continuation of payments an undue hardship on you, your pledge may be decreased or discontinued simply by notifying the Church office in writing. If your financial circumstances change for the better, we hope you will want to increase your pledge.

It is our hope to provide for the future generations in proportion to our giving ability.

This is the **Once-in-a-Lifetime Opportunity** for most of our members to have a part in a Church development enterprise. This is **OUR WAY** of Christian Responsibility.

Until a present generation family has made at least one sacrificial gift to the development of some Church, every time a member of that family uses a Church, he is increasing his indebtedness to an earlier generation and has not met his full obligation to build for the needs of his day.

Entrusted with a great tradition, enjoying a great fellowship, we face our **Christian Responsibility for Today**.

Gordon Thompson
Initial Gift Chairman.

How Much Shall I GIVE ? ?

THE POSSIBILITY of our Church raising \$100,000 in Building Fund pledges will depend entirely upon the size of the pledges, because the number of potential subscribers is limited to our member-families and others who are interested in our Church activities and using our Church's facilities. The total amount raised will depend entirely upon the Standard of Giving that is established.

The pledge of each individual should be determined by ability to give, but one's willingness sometimes needs to be brought into line with one's ability. The secret of success in this Canvass lies in our willingness to place this cause among our first responsibilities during the next 150 weeks.

There will be no high pressure solicitation, but instinctively we will not pledge more than a fraction of the amount to be raised unless we recognize that:

- (1) "Giving is a habit—usually a weak token-giving habit;
- (2) "Pocket-book" protection is an instinct—usually a strong one;

3) Our interests follow our dollars—better-than-token giving will help increase our interest in our Church—and even more important—in our spiritual lives;

(4) It is easy to criticize, but hard to give sacrificially;

(5) Until a Christian family has made at least one sacrificial gift to the building of some Church, they are impoverishing their Christianity every time they use any Church building because they are content to live by what others have done without accepting responsibility themselves—they are "taking a free ride."

The income tax regulations allow deductions of 10% of annual gross income for charitable donation. The tax consequence of your giving will vary depending upon the amount of your gross income.

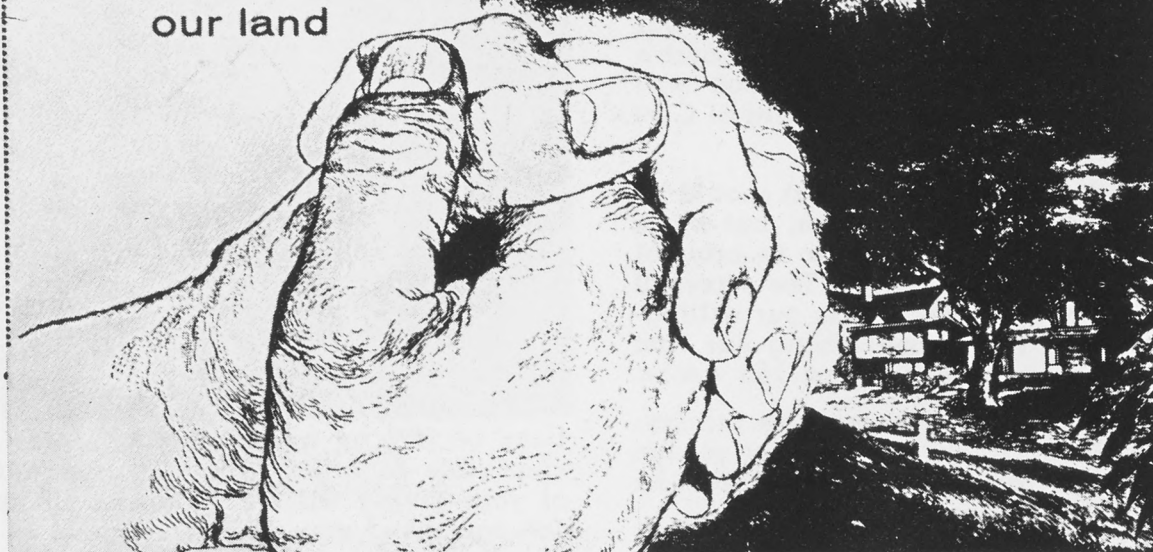
I shall know that I have given enough when I feel that I do not have to apologize for my gift to God or man.

It is Easy to Give Weekly

Weekly, regular contributions are indicative of a great effort and a more active interest. This chart will help you to decide your contributions:

Weekly Payment	Total Gift
\$10.00	\$1500.00
7.00	1050.00
5.00	750.00
4.00	600.00
3.00	450.00
2.00	300.00

Too few
church people have
renounced the idol
raised up in
our land



THE BLUNT FACTS

People Do Not Consciously Worship Dollars.

YET our clergy and the laymen who work closest to them know this disturbing fact . . . while the First Commandment is: "Thou shalt have no other gods before Me," the average churchgoer gives only 46c a week to God.

WHY IS THIS Because unconsciously the dollar has become another "god" and we place more trust in earthly possessions than in being rich toward God—"Thou fool, this night thy soul shall be required of thee." Is it not true "where your treasure is, there will be your heart also."

HONESTLY look into the heart "while it still is day" and answer this personal question before Him who knows all our secrets—do I worship God or my money?

HEREIN LIES THE CLUE to so many lukewarm Christians—with their lips they profess to Know Him, but in their hearts they worship their luxuries and excesses. Christ knew this to be so when He said He would "spew the lukewarm out of His mouth." Was this not the case when Zacchaeus gave his heart to Christ and immediately ceased to worship the god in his pocketbook.

THE LASTING BENEFIT of this Canvass will be found in the individual's peace of mind and soul and actual spiritual growth—**THUS** our completed Church will through the generations shine out as a **SACRAMENT OF OUR FAITH IN GOD**—the outward and visible sign of the inward and spiritual devotion **WE** have toward Christ, our Master and our Judge.

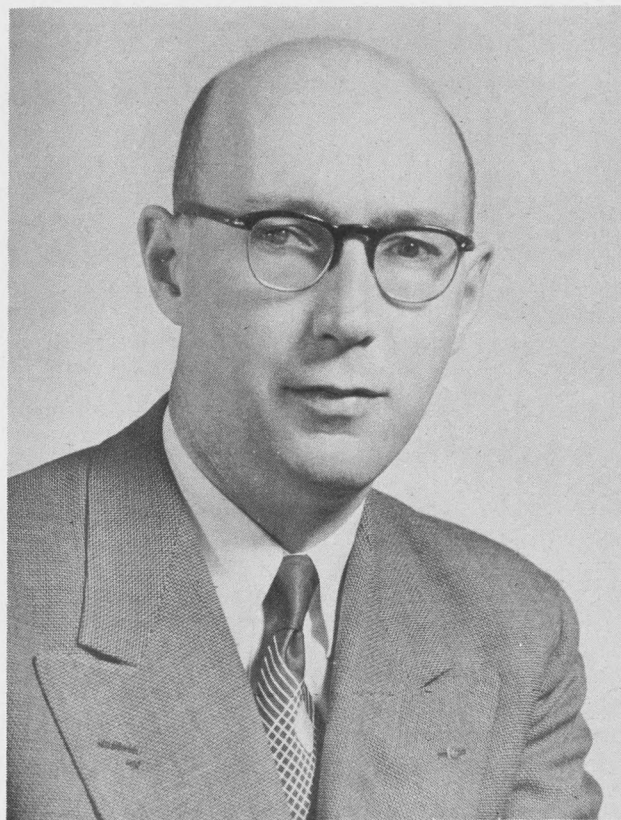
IS IT HARD TO DECIDE whether God or this idol will rule your heart? This Canvass is your opportunity to **OVERTHROW THE IDOL IN OUR MIDST.**

How To Make Our Pledge

IN THE CAREFUL and prayerful consideration of "How much shall we give?" we should think of several points, for the size of our pledges will depend upon:

1. Our Christian Faith.
2. Our interest in the Church program.
3. Our recognition of the need.
4. Our concern for extended service.
5. Our financial ability.
6. Our method of paying the pledges.
7. Our willingness to sacrifice.
8. Our desire to encourage others to sacrifice.
9. Our willingness to trust God and believe His promise.
10. Our faithfulness in prayer.

One of the greatest experiences in the life of a Christian is that of helping to build a Church. To extend the services of his Church in the community is to widen his own horizons of Christian living and fellowship. Until he has made an investment in the building of a Church, he is more or less accepting the far-sighted charity of others, every time he or his children use a Church.



Remember that the greatest effect of sacrificial pledging is upon the donor himself. The spiritual value of sacrifice has been known to man since before Christianity. There would be no Christians today if it were not for the great sacrifices of our early Christian leaders. You and your family are requested to begin now giving serious, prayerful consideration to the amount you will endeavour to contribute for your Church.

Stewart Thomas

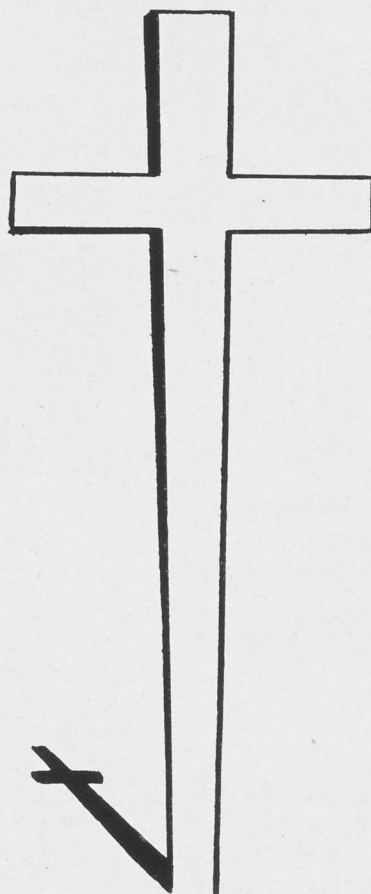
TEAMS COMMITTEE CHAIRMAN

My Pledge Should Be

One determined after prayer for God's guidance.

One that brings an inner conviction of satisfaction.

One about which I can talk to others without apology.



WHAT
will be
MY
Sacrifice ?



... for of such is the kingdom of God"

"Where your treasure is . . .

There will your heart be also"